



# 2025 ANNUAL REPORT

FUNERAL ADVOCACY & EDUCATION SINCE 1939

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# PEOPLE'S MEMORIAL ASSOCIATION

[www.PeoplesMemorial.org](http://www.PeoplesMemorial.org)

## LETTER FROM EXECUTIVE DIRECTOR CASEY HUSSEMAN BRANDT



As I approach three years as Executive Director, I couldn't be more proud of what we've built together at People's Memorial Association and The Co-op Funeral Home. We grew to our largest headcount ever of 12 staff across both organizations. We hosted over 100 people at our fall fundraiser, The After Party. And, thanks in large part to over \$110,000 in bequest gifts from late members, **2025 was PMA's most financially successful year since 2019**. To our thousands of donors: Thank you. Your generosity—no matter the amount—keeps our doors open and our essential education available to all.

Our education reached new audiences this year as we fulfilled our goal of hosting our **Ducks in a Row classes in three non-English languages** thanks to a partnership with Seattle Public Library—translated planning documents in simplified Chinese and Spanish are now available on our website. Personally, I deepened my consumer advocacy work through interviews in two *Seattle Times* articles written by Brendan Kiley and public testimonies at Clean Air Agency meetings, championing increased crematory capacity and broader access to natural organic reduction and alkaline hydrolysis. As champions of funeral accessibility, we envision a future where everyone has access to after-death arrangements that reflect their personal values and resources.

**The Co-op Funeral Home served 929 families in 2025, our busiest year ever.** This milestone reflects our experienced team and our new partnership with Puget Sound Cremations, a local, fourth-generation crematory. Now that **TCFH has two crematories as partners**, we're able to handle a larger caseload and serve families faster. We also promoted Kaileigh Whiting to Assistant Managing Funeral Director at TCFH. Kaileigh shows an aptitude for leadership and process planning, and quickly became an indispensable part of our team after three years on staff.

2025 brought us staffing changes, most notably Beverly Tryk, our Communications Director and primary educator, said goodbye after five incredible years with PMA, leaving to pursue medical school. Beverly's role has been filled by Rachel LeBlanc, a former funeral director at The Co-op Funeral Home, band manager, and web marketer. I know Rachel is excited to use her gift for leading a room at our classes and to re-launch PMA's Print Newsletter—subscribe at [PeoplesMemorial.org/PrintNewsletter](https://PeoplesMemorial.org/PrintNewsletter). We also welcomed Development Director Kelly Froh to the staff. Kelly is an Executive Director of her own small nonprofit, Short Run Seattle, whose main program is an international comics festival held annually in Seattle, and she provides homecare for several older adults.

Our team has never been stronger and I've never felt more confident in services we're able to provide. In an industry where over half of funeral directors leave within five years, nurturing this compassionate, ethical, and sustainable business feels like my greatest professional accomplishment. Thank you for joining me, the staff, and our volunteer board for celebrating the amazing work we're able to do here. Your membership and support make everything possible, and I'm excited to continue delivering our promise of high-quality, affordable funeral services for our members and beyond.

*Casey Husseman Brandt*



# SERVING OUR MEMBERS

Individuals Helped  
By Phone & Email

5,150

New Members  
Joined in 2025

1,135

Total Members  
Since 1939

222,526

Our mission of service means connecting Washingtonians with funeral homes and information when they need it. In 2025, our staff answered over 5,000 individual questions about funeral planning, helping families navigate difficult decisions without pressure or misinformation.

Whether you're a member or not, PMA is one call away. And PMA will send Members additional planning documents and resources by mail for the lifetime of the Member!

Signing up for lifetime PMA Membership unlocks even more benefits and savings. Support our nonprofit and we will be there to support you.

Read about all the benefits and find providers at [PeoplesMemorial.org/Benefits](https://PeoplesMemorial.org/Benefits)

## Our Plans for 2026 Include:

-  **Grow Membership**
-  **Increase educational access**
-  **Renewed Consumer Reporting**
-  **Expanded Funeral Transparency State-wide**
-  **Continued compassionate & trustworthy expertise**

PMA Members are eligible for **15% discounts** through our Partner businesses

-  **33 Funeral homes**
-  **3 Cemeteries**
-  **Ceramic urn maker**
-  **Monuments**
-  **Caskets**
-  **Virtual memorial services**
-  **Memorial service venues**
-  **Pet funeral homes**

# YOU'RE INVITED TO OUR 2026 ANNUAL MEETING



People's Memorial  
Association  
Funeral Advocacy & Education since 1939

Join Us  
Saturday  
April 18  
12 - 3 pm



The Co-op Funeral Home  
of People's Memorial

***Returning in-person, for the  
first time since 2019!***

**Hosted at the  
Greenwood Senior Center  
525 N 85th St, Seattle 98103**

**Free and open to all,  
also live-streamed via Zoom**

Join the staff, volunteer board, and your fellow members on **April 18th** for important updates about People's Memorial Association and The Co-op Funeral Home. Learn about the financial health of both organizations, vote on board elections, and ask your questions about our operations and priorities. Transparency and cooperation are our ethos—this is a perfect chance to connect with and hear from you.

We're honored to once again host keynote speaker **Micah Truman**, CEO of **Return Home**, joined by his Funeral Care Director **Brie Smith**, to hear about how their PMA partner funeral home serves our members and their tireless work promoting natural organic reduction across the USA.

Refreshments & snacks donated by  
**Sea Wolf Bakers**  
**Deep Sea Sugar & Salt**  
**Caffe Ladro**

RSVP for reminders and  
Zoom meeting link at  
[PeoplesMemorial.org/AnnualMeeting](https://PeoplesMemorial.org/AnnualMeeting)



# CLIENT SATISFACTION SURVEYS

Three months after every case handled by our partner funeral homes, we send a satisfaction survey to the next-of-kin who handled the arrangements. We want to ensure that every person served is satisfied with the services received and that our partners are living up to the values agreed to in our contracts. **Client families overwhelmingly reported compassionate care without sales pressure — dissolving their fears in a stressful moment.**

## What Families Say About Our Partners:

*“They handled everything in an efficient and compassionate manner. My mom's final resting was handled without issue, exactly to her request, and all was finalized in a timely manner. Thank you for making this part of the grief-filled process so easy. It made a huge difference.” – CD*

*“Every time I spoke with an employee, they were unbelievably kind and patient.” – EB*

*“I appreciate the skill, commitment, professionalism of each person we had contact with--flexibility and clarity were key supports. Thank you.” – CK*

Note: 118 survey responses were collected out of the 1212 sent for a 10% response rate.

Members served by  
partner funeral homes

1,212

Average satisfaction  
rating across all partner  
funeral homes

9.5 /10

Report “Satisfied” by the  
selection and quality of  
merchandise and services

97%

Received no sales  
pressure at our partner  
funeral homes

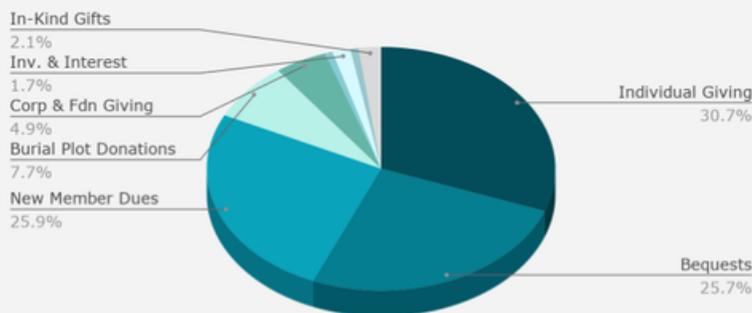
99%



# PMA FINANCIALS

## PMA Revenue

Annual 2025 Revenue \$434,727



2025 was PMA's most profitable year since we started using this bookkeeping software!

Over 80% of our revenue comes from new membership sales and donations directly from individuals like you.

**This year we received over \$110,000 in bequest gifts** from late members who generously put PMA in their wills. This of course is a huge windfall! And a reminder that you can still make an impact when you pass, through tax-efficient charitable giving noted in your will.

**Learn about ways to give at**  
[PeoplesMemorial.org/LegacyGiving](https://PeoplesMemorial.org/LegacyGiving)

## PMA Total Revenue Over Time

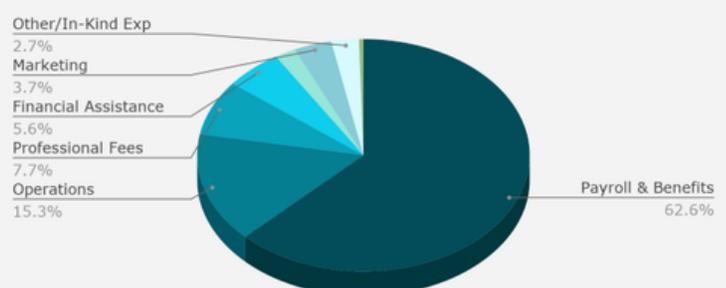
comparing general funds and restricted funds



Staff payroll and benefits remain our largest expense. While we've been printing more and more lately, having trained staff available to answer the phone and respond to Members, as well as interfacing in-person with communities across the State, will continue to be our greatest expense.

## PMA Expenditures

Annual 2025 Expenditures \$337,175





# EDUCATION & EVENTS

**2025 featured a variety of programming, from classes held at community centers to festive fundraisers. We tabled at a diverse array of resource fairs and met with the deathcare industry at large.**

Number of classes held & events attended

40

Attendees & interactions

1,274

**One of the pillars of PMA is education**, ensuring not only our members, but our fellow Washingtonians understand their legal rights when it comes to deathcare. Therefore, we aim to host and attend dozens of outreach opportunities each year. We offer both one-off classes focused on specific topics, like eco-friendly options, and our popular **Ducks in a Row series**, featuring a trio of presentations on Advance Directives, Estate Planning, and Funeral Options. These workshops provide **no-nonsense, clear, factual information** in line with our website offerings. We're proud to carry out this work alongside community partners.

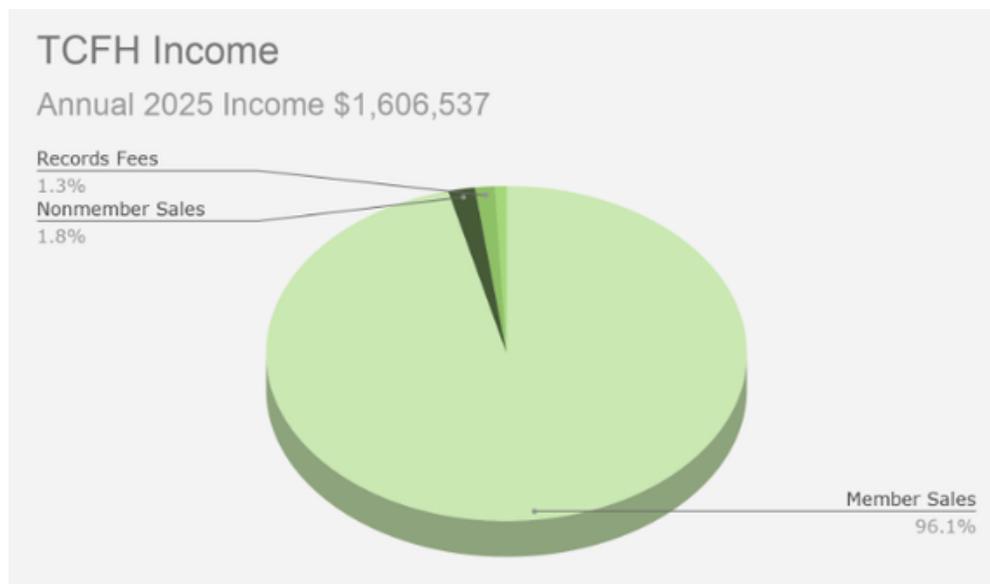
Beyond presentations online and in-person at libraries and retirement communities, we also spent the past year expanding our outreach at resource fairs. By meeting face-to-face with the population at-large, we not only spread awareness about PMA's mission, we also provide our free planning forms. **It's our goal to make end-of-life planning simple for everyone.** We also attended or spoke at several industry events, further positioning PMA as an important organization in the wider picture. Other deathcare professionals are intrigued when they hear about our non-profit and cooperative funeral home!

Moving forward, **we are planning more live events by popular demand.** We're excited to have our Annual Meeting in-person for the first time since 2019. Our new series, Meet a Mortician, is a seasonal, members-only opportunity to connect with licensed professionals in a casual setting. We'll be hosting two themed fundraising events this autumn and winter after a successful "The After Party" in 2025. Keep an eye on our Events Calendar for upcoming engagements in your area:

**[PeoplesMemorial.org/Events](https://PeoplesMemorial.org/Events)**

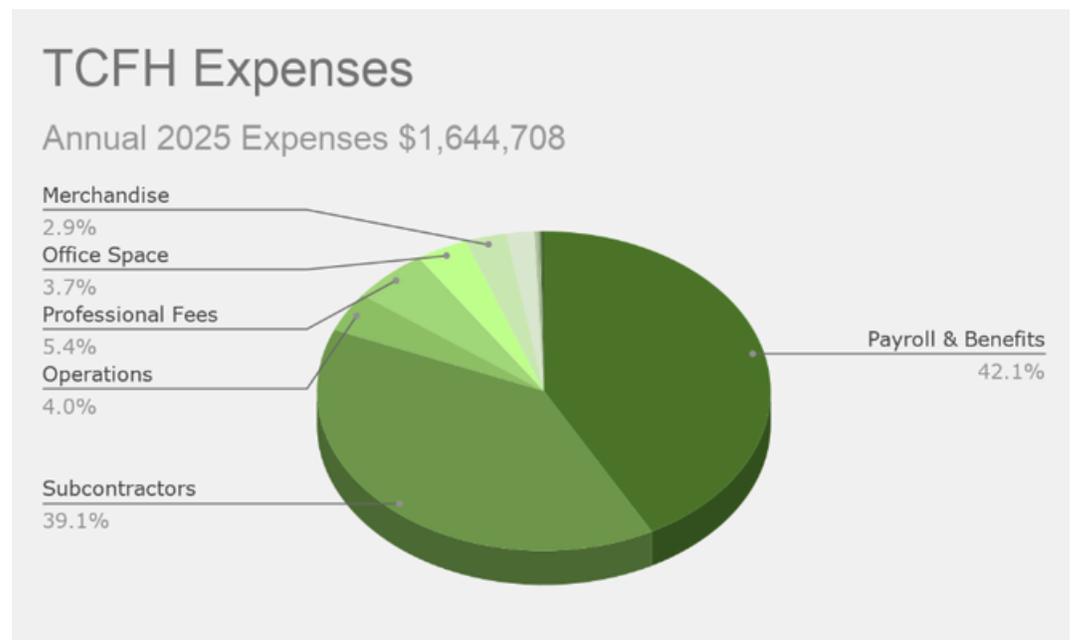
# THE CO-OP FUNERAL HOME FINANCIALS

**929 families were served** by The Co-op Funeral Home in 2025—the largest number ever!



The majority of our income comes from serving PMA Members, but membership isn't required to use our not-for-profit funeral home.

Payroll and Subcontractor costs remain our highest expense—a direct reflection of our commitment to delivering personalized, relationship-driven service and selling services at as close to wholesale prices as we can.



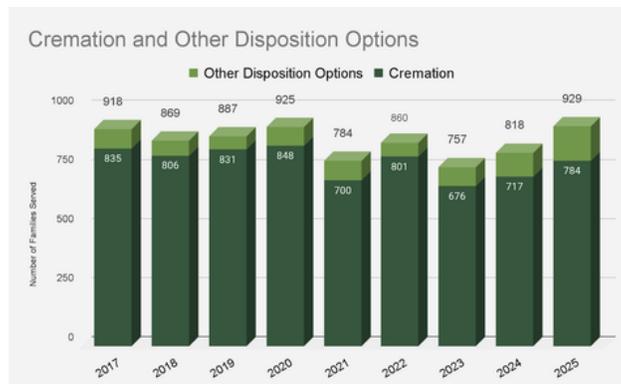


# OUR MEMBER-OWNED FUNERAL HOME



PMA member-owned The Co-op Funeral Home is a key part of PMA's mission, providing transparent, affordable funeral services aligned with our consumer-advocacy values. This past year has been an exciting and meaningful one for The Co-op Funeral Home. **They expanded their team** to better serve the families who place their trust in us, and they were proud to serve as an internship site for two emerging professionals—one from the Bush School and one from Lake Washington Technical College. It was a privilege to help shape the next generation of funeral professionals by sharing our distinctive approach to compassionate, community-centered deathcare. In their continued effort to meet families where they are, **The Co-op also introduced a translation service** to better support non-English-speaking clients. Expanding access to our services is an important part of our commitment to inclusivity and care.

Last Fall, **The Co-op held their first Annual Remembrance Service**, creating a space of ceremony and reflection for client families who may not otherwise have had the opportunity to mourn in a shared ritual setting. The response was deeply moving—one attendee told us simply, "This changed everything." They remain profoundly grateful for the trust our client families place in them. It is an honor and a privilege to accompany them and to serve our community in moments that matter most.





# OUR FUNERAL FINANCIAL ASSISTANCE FUND

Our funeral financial assistance fund is a crucial form of support for people experiencing substantial financial hardship—the only of its kind. All Washingtonians should have access to dignified funeral care for those they love. However, even a simple cremation can feel financially impossible. Our Funeral Financial Assistance Fund helps ensure that financial hardship does not prevent dignity in death.

The average grant awarded by this fund in 2025 was \$962 and was primarily used for cremations. This fund is sustained by the generous donations from members like you, plus casket upgrades sold by The Co-op Funeral Home, and proceeds from the sale of burial plots donated to PMA.

## We need help sustaining this fund

Despite donations by PMA and The Co-op Funeral Home, we are struggling to keep this fund open. Please consider becoming a monthly donor or making a gift that can truly change someone's life when they need it most.

Donate directly to the FFA Fund at

[PeoplesMemorial.org/FFA](https://PeoplesMemorial.org/FFA)

or write "FFA" in the note of a check mailed to our office

Grants awarded by the  
FFA Fund in 2025

25

FFA applications  
received in 2025

119

Money provided by the  
FFA Fund in 2025

\$19,250

Total money donated  
to families thru the  
FFA Fund since 2018

\$126,250+



# HOW TO SUPPORT PMA

PMA is over 80% funded by the generosity of our supporters and from one-time new member dues. We maintain a small staff—three full-time and two part-time—in a shared office with The Co-op Funeral Home in Queen Anne. Our volunteer Board and committees—focused on topics like DEI, Legislation, and Events—keep our mission moving forward. We rely on a robust volunteer base for projects like our biennial Price Survey, a trusted resource for families, hospices, and social workers across Washington State. Your support and interest is met with the utmost gratitude.



## Donate

You can monetarily support PMA through multiple means. We accept mailed checks or digital donations through our website. You can also add us as a bequest in your Will, sponsor a donor advised fund, set-up a Qualified Charitable Distribution, or even donate stocks. We've also partnered with CARS.org to accept vehicle donations! All donations are tax deductible and receive a tax receipt. PMA is a 501(c)3 nonprofit.

Learn more and give at  
[PeoplesMemorial.org/Donate](https://PeoplesMemorial.org/Donate)

## Volunteer

Beyond donating, providing time and energy is a great way to support us! We have volunteer opportunities available for outreach and events, like tabling at resource fairs and staffing activity stations. Our biennial Price Survey requires the assistance of many volunteers to contact funeral homes across Washington to acquire their General Price Lists. There are also opportunities on our Board and Committees.

Learn more at  
[PeoplesMemorial.org/Volunteer](https://PeoplesMemorial.org/Volunteer)

# CONTACT PMA

With a motto like “No Questions Unanswered” we’re proud to provide a one-of-a kind hotline and email inbox for any help you need or curiosities you have about end of life planning.

Did you move or experience another major life change? Please be in touch to update your member profile.

Phone

206-325-0489

Address

2011 1<sup>st</sup> Ave N, Seattle, WA 98109

Email

[info@peoplesmemorial.org](mailto:info@peoplesmemorial.org)

Website

[www.PeoplesMemorial.org](http://www.PeoplesMemorial.org)

EIN

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